

Historic, Archive Document

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EMLONG'S GENUINE PERFECTED MASTODON

How Much Would You Pay
For a Year-round Supply
of Delicious Strawberries

250 of our PERFECTED MASTODON PLANTS
will "do the trick" and while our **\$7.65**
supply lasts we will send you the 250 **\$7.65**
plants for only.....

Prices on Smaller Quantities

12 plants, \$1.00; 25 plants, \$1.50; 50 plants, \$2.50;
75 plants, \$3.25; 100 plants, \$4.00.

Special Offer 1927 *Mastodon*

This Marvelous Everbearing Strawberry
Has Created Nation-Wide Popularity in
Only Two Years, Because It Succeeds
Everywhere—

It produces a Big Crop of
Immense Berries, and It
Bears Ten Months Out of
Eighteen.

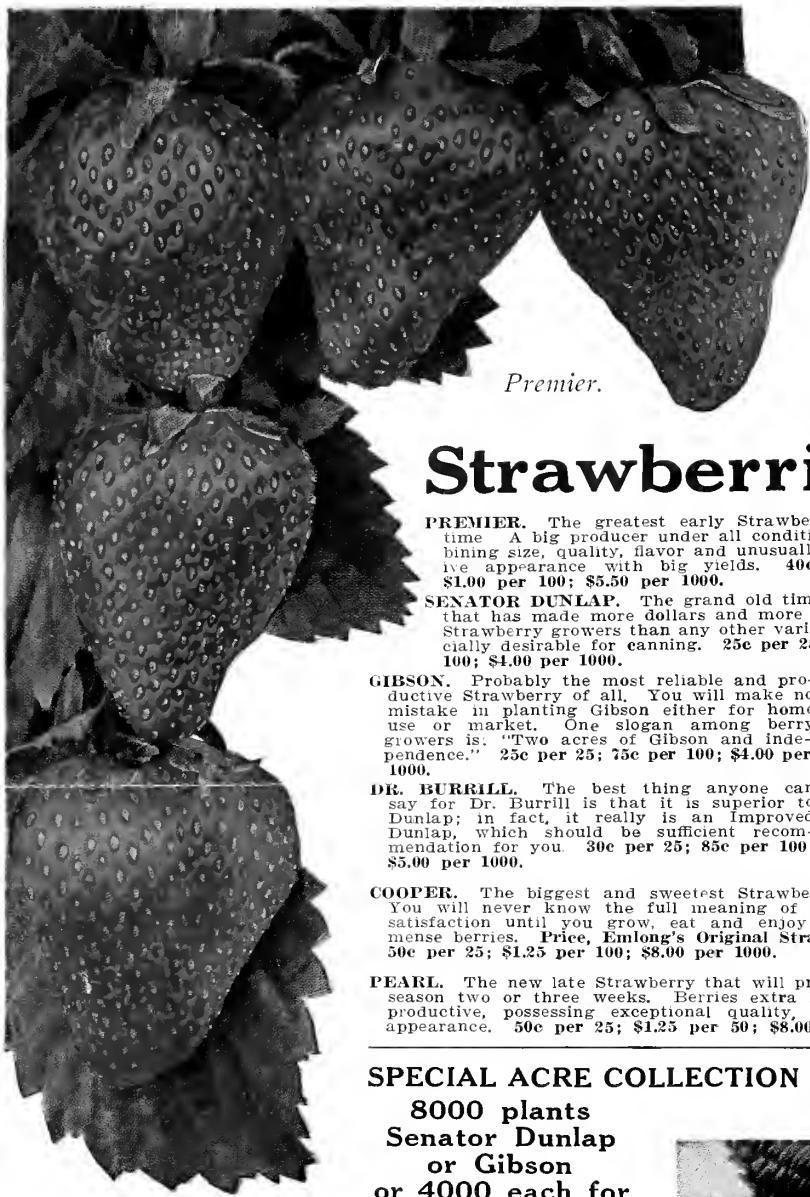
Photo engraving at right shows section of row and an 8-quart carrier of Emlong's Perfected Mastodon photographed in October. These plants were set out in April. Note the wide row and load of fruit produced—truly marvelous and unbelievable until you see it with your own eyes.



Please

If you are not interested in fruit hand this
circular to a neighbor, relative or friend who is.
THANK YOU.

Buy Plants and Trees Direct from Grower and SAVE HALF



Premier.

Strawberries

PREMIER. The greatest early Strawberry of all time. A big producer under all conditions, combining size, quality, flavor and unusually attractive appearance with big yields. 40c per 25; \$1.00 per 100; \$5.50 per 1000.

SENATOR DUNLAP. The grand old time favorite that has made more dollars and more crates for Strawberry growers than any other variety. Especially desirable for canning. 25c per 25; 75c per 100; \$4.00 per 1000.

GIBSON. Probably the most reliable and productive Strawberry of all. You will make no mistake in planting Gibson either for home use or market. One slogan among berry growers is: "Two acres of Gibson and independence." 25c per 25; 75c per 100; \$4.00 per 1000.

DR. BURRILL. The best thing anyone can say for Dr. Burrill is that it is superior to Dunlap; in fact, it really is an Improved Dunlap, which should be sufficient recommendation for you. 30c per 25; 85c per 100; \$5.00 per 1000.

COOPER. The biggest and sweetest Strawberry grown. You will never know the full meaning of Strawberry satisfaction until you grow, eat and enjoy these immense berries. Price, Emlong's Original Strain Cooper, 50c per 25; \$1.25 per 100; \$8.00 per 1000.

PEARL. The new late Strawberry that will prolong your season two or three weeks. Berries extra large, very productive, possessing exceptional quality, flavor and appearance. 50c per 25; \$1.25 per 50; \$8.00 per 1000.

SPECIAL ACRE COLLECTION \$25.00

8000 plants
Senator Dunlap
or Gibson
or 4000 each for
the same price.

Blackberries

ELDORADO. This is the popular and profitable Blackberry grown so extensively for commercial purposes. However, it is also desirable for home use, as the berries are rich, juicy, sweet and delicious. \$1.15 per 25; \$3.00 per 100; \$20.00 per 1000.

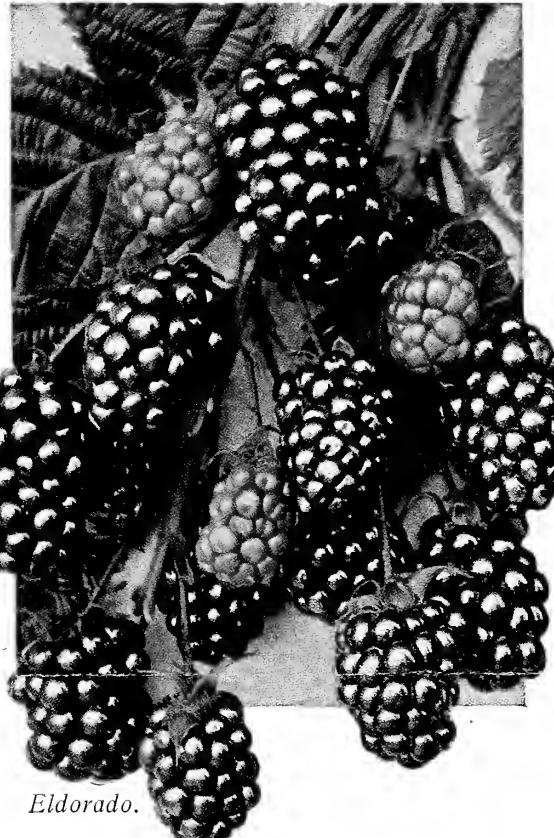
MERSEREAU. Claimed by many to be superior to Eldorado. Our experience has been that it is not quite so productive, but the berries are somewhat larger and a jet black, with especially fine flavor. 85c per 12; \$1.25 per 25; \$3.50 per 100; \$25.00 per 1000.

ALFRED. The new Blackberry that has a different, delicious Blackberry flavor. Berries extra large and sweet as honey. The canes are vigorous and very hardy; bears young and profusely. \$1.00 per 12; \$1.75 per 25; \$5.50 per 100.

Currants

PERFECTION. Known as the "King of all Currants." Color bright red; berries large and borne in large clusters. Quality excellent, sub-acid, few seeds. 1-year plants, 6 for \$1.00; 25 for \$3.00; 100 for \$10.00.

LONDON MARKET. A fine red Currant. Quality excellent with mild flavor. Bush healthy and vigorous. 6 for 60c; 25 for \$1.75; 100 for \$5.50.



Eldorado.

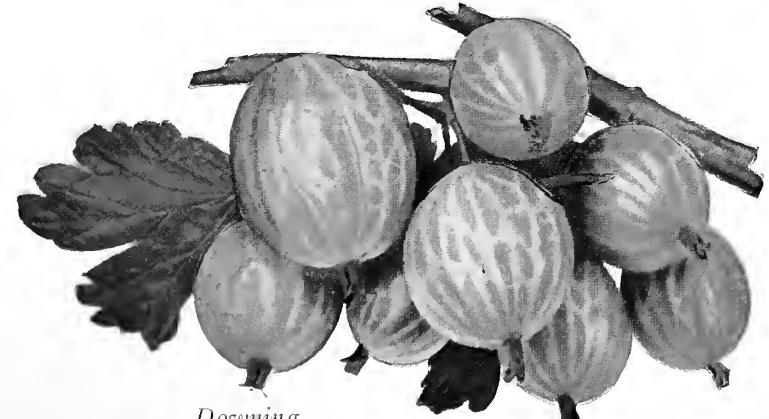
Gooseberries

DOWNING. Perfectly hardy; berries large, yellowish green color; excellent for home or market. 6 for 75c; 25 for \$2.50; 100 for \$8.00.

CARRIE. More productive than Downing. The berries are medium size, red, smooth, attractive and fine flavor. 6 for \$1.00; 25 for \$3.00; 100 for \$10.00.

NEW LOWER PRICES

As this folder represents the resources of both The Consumers Wholesale Nursery and Henry Emlong & Sons, we are pleased to announce greatly reduced prices. We have the finest lot of stock we have ever produced. Increased production and an ideal growing season have greatly reduced our growing cost and we are passing this saving on to our customers who we are sure will welcome this opportunity to plant quality stock at a big saving.



Downing.

We are sending you this circular as a reminder that Spring and planting time will soon be here. If you expect to plant Fruit plants, Fruit Trees, Roses or Ornamental stock this Spring we would like to serve you as we know that we have the kind of stock you want and can save you money on anything you purchase. When you intrust your orders to us you receive the benefit of our more than 50 years experience in the Fruit and Nursery business. We know that we can give you the kind of stock and service you want as we handle every order with utmost care as we realize fully that our success depends entirely upon the success of our customers. Thousands of new customers come to us every year through the recommendation of other customers, which is conclusive evidence that Emlong Stock and Service does give SATISFACTION.

There is Big Money in fruit so make your plans right now to get your share of these big profits if you have the land, but by all means plant enough of everything for home use. There is nothing you will enjoy better than a supply of fresh fruit during the Summer and preserves in Winter.



Early King.

Red Raspberries

EARLY KING. This is undoubtedly the most popular red Raspberry grown today, and deservedly so, because it combines early ripening with immense yields under all conditions, and the fruit is equally desirable for home use, local or distant markets. 75c per 25; \$2.00 per 100; \$14.00 per 1000.

CUTHBERT. The Raspberry with the "supreme flavor." Universally planted for home use, and in demand by large buyers on account of its superior canning and pie making qualities. 85c per 25; \$2.50 per 100; \$16.00 per 1000.

VICTORY. One of the later introductions and a good one. Thrifty, vigorous, disease resistant, and unusually hardy, while combining all the desirable characteristics of the Cuthbert. You will not regret planting Victory. \$1.25 per 25; \$3.25 per 100; \$22.50 per 1000.

LATHAM. Originated in Minnesota and therefore is "winter-proof." Fruit and manner of growth similar to Early King; however, the berries are much larger. \$1.00 per 12; \$1.75 per 25; \$5.50 per 100.

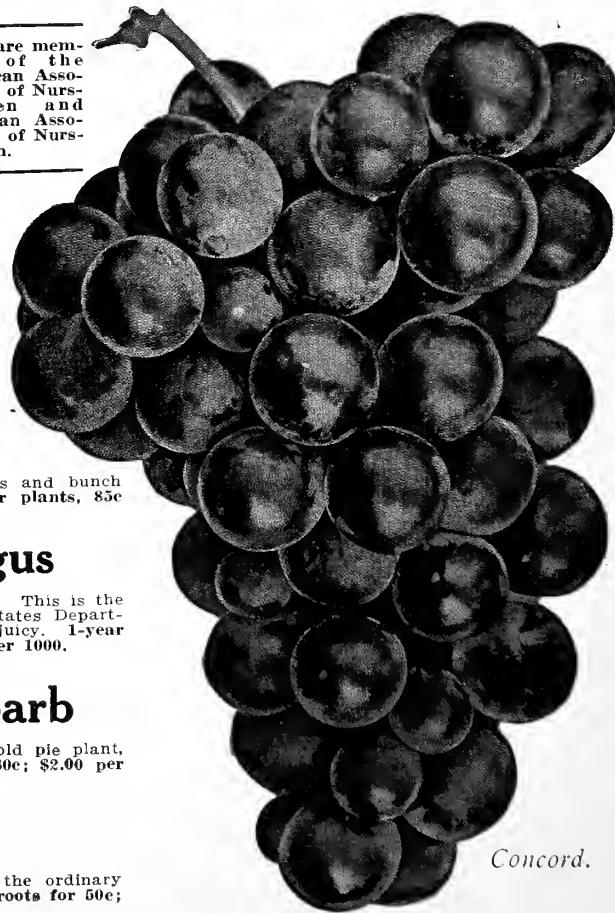
ST. REGIS. The well known and well liked Everbearing Raspberry. Ripens very early during regular Raspberry season and continues bearing until Winter, on new growth. \$1.25 per 25; \$3.25 per 100; \$22.50 per 1000.

Black Raspberries

CUMBERLAND. This is commonly known as the "Business Blackcap" because it never fails to produce a paying crop of the finest quality fruit. In demand everywhere by canners and pie makers. \$1.15 per 25; \$3.00 per 100; \$18.00 per 1000.

HONEYSWEET. If you are planting for home use we urge you to plant this variety. As its name indicates, the flavor is simply delicious and so sweet that it requires but very little, if any, sugar. \$1.50 per 25; \$4.50 per 100.

We are members of the American Association of Nurserymen and Michigan Association of Nurserymen.



Concord.

Grapes

CONCORD. This is the universal wine and table Grape planted heavily. Berries large, dark blue; bunch large and compact; quality fine, sweet and juicy. 1-year plants, 50c per 6; \$1.35 per 25; \$4.00 per 100; \$25.00 per 1000. 2-year plants, 75c per 6; \$2.00 per 25; \$6.00 per 100; \$40.00 per 1000.

NIAGARA. The White Concord. Vigorous, hardy and prolific. Niagara is the leading Grape of its class. Bunch and berry large, rich, sweet and juicy. 1-year plants, 60c per 6; \$1.60 per 25; \$5.00 per 100.

MOORE'S EARLY. Ripens two weeks earlier than Concord. Not quite as productive, but the berries and bunch are larger and more desirable as a table Grape. 1-year plants, 60c per 6; \$1.60 per 25; \$5.00 per 100.

DELAWARE. The most popular red Grape. Berries and bunch medium sized. Plant a few for home use. 1-year plants, 85c per 6; \$2.75 per 25.

Washington Asparagus

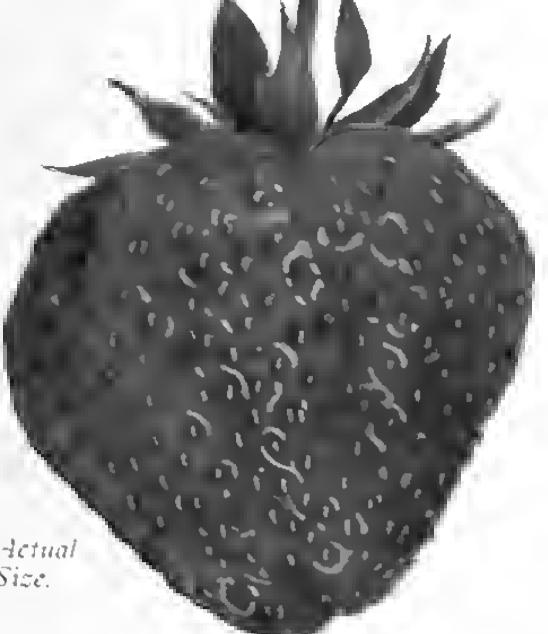
We can furnish either Martha or Mary Washington. This is the new rustproof Asparagus originated by the United States Department of Agriculture. The stalks are large, tender, juicy. 1-year roots, 65c per 25; \$1.00 per 50; \$1.50 per 100; \$9.50 per 1000.

Peach-Flavored Rhubarb

This wonderful new variety is far superior to the old pie plant, yields abundantly and is much earlier. 6 roots for 60c; \$2.00 per 25; \$6.00 per 100.

Horseradish

A dozen roots will provide a generous supply for the ordinary family. One planting will last a number of years. 6 roots for 50c; \$1.50 per 25; \$5.00 per 100.



Emlong's perfected Genuine Mastodon

The World's Greatest Strawberry

Just as Easy to Grow as the Common Kinds Produces Three Full Crops in 18 Months

Here is the Proof That Our Perfected Strain of Mastodon is Safest to Plant

Read what this reliable Nurseryman says about Emlong's Perfected Genuine Mastodon:

grand variety to the highest possible stage of perfection. Why be satisfied with less?

Nothing But Good Reports About Mastodon

During the past two years we have furnished thousands of our customers with Mastodon and could fill a book with the glowing reports we have on them from every section of the country. Here are a few of them:

Prof. C. A. Boyer of Michigan Department of Agriculture Endorses Mastodon

From my observations during visits to your Nursery the past Summer I would say that you have at last succeeded in developing a profitable commercial everbearing strawberry. The plants are large, sturdy, vigorous and unusually productive; berries large, uniform and smooth with exceptionally good color, quality, flavor and appearance.

C. A. Boyer, Ass't State Horticulturist, Lansing, Michigan.

When you say that your Mastodon are Genuine and Perfected we know you mean it and that it is so because we have found it so from the time we started to buy plants from you in 1916. We bought Mastodon from another Nursery in the Spring of 1925 at a big price but they were not much good—too many duds among them. But with you, re-selection there is no doubt in our mind but what Emlong's Mastodon is the leader of them all.

ALEXANDRIA NURSERY CO., ALEXANDRIA, MINN.

When you plant Emlong's Perfected Mastodon you are planting the heaviest fruiting strain of this great variety. Our original planting stock came direct from the originator, Mr. Geo. W. Vier of Indiana, and by applying the knowledge of 52 years' experience in eliminating the duds and unproductive plants we have brought this

has taken Mastodon only two years to prove itself a universal favorite. East, West, North or South—gravel soil, clay soil, muck or sand—the results are always the same. The following extracts from letters will give you an idea of its value and the popularity it has gained.

"Mastodon is an exceptional berry. Fruit large, weighty quality and flavor fine. From the 100 plants bought of you last Spring, we have had all the berries cut off all Summer and Fall. Last three quarts picked November 1st still looking good."

A. J. WILKIN, Warrenton, New York.

"Would not five ordinary Everbearers standing room, but you can pack me four plants Mastodon—price is no object. This variety is a world beater."

O. S. COPP, Lima, Ohio.

"You made no mistake in telling the people that Mastodon is the greatest Everbearing Strawberry, and I made no mistake in purchasing them. It is now October 21st and the plants are loaded with the finest berries man and Nature can produce."

REV. JOHN W. ERSKINE, Evert, Mich.

"Mastodon is the best and most profitable strawberry in the world. They will outyield any other variety and are so well pleased with them that nothing could buy them if I could not pay more. This is November 1st, and they have berries all Summer and Fall, we have had 200 plants and the berries are still on them. They are loaded with old berries and blossoms. Some of the plants measured 20 inches across the crown and I have counted 100 berries and blossoms on one plant at one time. The flavor is unequalled and the berries are larger and finer than any I have ever seen. It would be impossible to misrepresent Mastodon."

H. SOUTHERLAND, Jonesboro, Ind.

"I am 10 years old and have been growing berries all my life, but your Mastodon takes the cake! One of its best traits is its vigor and hardiness; besides producing berries all Summer and Fall, every plant has made 50 or more new plants. The plants bear heavily and every blossom makes a berry equal in quality, size and flavor to the best of the June bearers."

D. L. SMITH, Olin, Iowa.

"Every one of the Mastodon plants grew and has done fine. They began bearing a short time after I set them and kept up until frost killed the bloom. We had our last mess of berries the 19th of November."

JOE B. STEVENS, Central Point, Oregon.

\$26.50

One Thousand
Genuine Perfected
Mastodon Plants

\$26.50

Some day, and not very far off either, you will grow MASTODON by the acre, because we predict and experts and horticulturists everywhere agree with us that this variety is to become America's most popular Strawberry. It is just what we and thousands of others have always longed for—a profitable commercial Everbearer. Little did we think it would be found so soon—but here it is so why not take advantage of it and cash in on the big profits that are bound to come.

Considering the rank failures in Everbearers of the past few years we certainly do not blame you for being skeptical about purchasing a large quantity of any new variety, and that is where we come in. Perfected Mastodon plants to be sold at the very reasonable price of \$26.50 per 1000 to one customer who wishes to get in on the "ground floor" and prove to their own satisfaction that Mastodon is the King of all Everbearers.

Not More Than 2000 Perfected Mastodon to Each Customer

Prices on smaller quantities: 25 plants, \$1.50; 50 plants, \$2.50; 100 plants, \$4.00; 200 plants, \$7.50; 300 plants, \$10.50; 400 plants, \$12.75; 500 plants, \$16.50.

Why Not Enjoy Strawberries The Year Around

A few years ago that statement would have been a big joke, but this is 1927 and many things have become realities that you and I thought were impossible. Some folks are content to live and "do" in the old-fashioned way, but I don't look at it in that light and don't believe you do—at any rate I am not satisfied with a few "shortcages" during the regular Strawberry season—No Sir! We grow Mastodon, many acres of them, but have a couple of hundred plants in our garden, close by the house so that we can get them quick and there is hardly a day during the Summer and Fall that we don't have Strawberries some way or other. Why should you be content with common berries when you can plant EMLONG'S PERFECTED MASTODON and have a continuous supply of fresh strawberries during the Summer and Fall and preserves during the Winter. If you have only a small space plant at least 25 or 50 plants this Spring. But if you have the room plant 250 which we are offering at the bargain price of \$7.65. We are making a special price on that quantity because we want everyone to enjoy a year-around supply of strawberries.

Never during the long history of berry growing has a variety created so much interest as MASTODON and there is a tremendous demand for plants. We could easily dispose of our entire supply in a week's time to other nurserymen, but we feel that every one of our customers is our friend and should be considered first. That is why we are mailing you this circular and I hope you will take advantage of this opportunity to plant EMLONG'S GENUINE PERFECTED MASTODON, the greatest fruiting strain of the World's Greatest Everbearer.

RALPH R. EMLONG,
GENERAL MANAGER.

Special Offer to 2000 Emlong Customers

The photo engraving at the right is one crate in shipment. The photo of EMLONG'S PERFECTED MASTODON shipped to you is only a sample. This crate was selected at random, and shows you how large the berries are. Note that 10 to 12 berries completely fill the box. This is also a very attractive, unique, uniform, deep red, round, plump, green waxy. They always create a sensation on any market and sell for double the price of other berries. It will pay you to get started with this big money maker.



This 4-Acre Field of Emlong's Perfected Mastodon Produced 1386 Crates of Extra Fancy Berries

22,176 Quarts—All Within 28 Weeks After Planting and Created a Sensation in Berrien County, the World's Greatest Fruit Belt. Your Success is Assured When You Plant This Heavy Yielding Strain.

Since the introduction of the first so-called everbearing Strawberries years ago we have probably shipped more Everbearers than any other grower in the country. Our neighbors and other residents in this locality have become accustomed to our large shipments of Everbearers but this new variety Mastodon has made them "sit up and take notice", especially our four-acre field that produced the record yield of 22,176 quarts of berries in less than 200 days after the plants were set out.

We did not keep an accurate record of the total amount received for these berries but it was in the neighborhood of \$6000.00 as many of them were sold at our road-side stand at 50c per quart and the balance were shipped to Chicago where they sold all the way from \$4.00 to \$6.50 per 16-quart crate.

We are so firmly convinced of the money-making possibilities of the strain of MASTODON we have developed that we are making arrangements to plant 50 acres solid to this variety next Spring—and I want to take this opportunity of inviting you to call on us if possible some time during August, September and October and we will show you a sight that will open your eyes, unless you plant some of them yourself this Spring and learn to your own satisfaction what an enormous amount of fruit they can produce so soon after planting.

Just As Easy to Produce Three Crops of Mastodon in Eighteen Months as it is to Produce One Crop with Common Sorts

Undoubtedly the one greatest outstanding feature of this new Everbearer is its ability to produce a big crop of berries all Summer and Fall even under adverse conditions. It has the rare knack to adapt itself to your soil and climatic conditions and does not require expert knowledge, petting and care to make it produce enormous yields. When you plant EMLONG'S PERFECTED MASTODON you are just as sure of a Summer and Fall crop as you are of a Spring crop when you plant common kinds. It makes a wide fruiting row, can be grown alone and in addition to being the King of all Everbearers it is unsurpassed as a June variety—in fact MASTODON is the ALL-PURPOSE STRAWBERRY, so get started with it this Spring without fail.

HENRY EMLONG & SONS
The Square-Dealing Nurserymen
STEVENSVILLE, MICHIGAN



Hardy, Northern Grown Fruit Trees at Bargain Prices

Due to limited space we are mentioning only the popular varieties. You will find complete variety list with prices on price list enclosed herewith.

APPLE TREES, 30c Each

EARLY HARVEST (Summer). Fruit medium size; flesh tender, juicy; flavor good. Color waxy yellow.
YELLOW TRANSPARENT (Summer). The best early Apple. Flesh tender, fine grained. Splendid quality.
WEALTHY (Fall). Succeeds everywhere; tree vigorous and hardy. Round, smooth, light yellow, covered with dark red.
GRIMES GOLDEN (Fall). Excellent for eating, cooking or market. Fruit medium to large.
DELICIOUS (Winter). The most popular of all Winter Apples.
JONATHAN (Winter). Bears young and a big producer. Fruit bright red; fine quality.
BALDWIN (Winter). A fine large, dark red Apple.
NORTHERN SPY (Winter). Keeps through Winter and late Spring. Large, striped red.
GREENING. Good keeper; excellent for cooking. Fruit large, greenish yellow.
HYSLOP CRAB. Bears young; fruit large, nearly round; flavor very good.

Price, all varieties:	Each	10	50	100
1-year, 3 to 5 ft. trees	\$0.30	\$2.85	\$13.25	\$25.00
2-year, 5 to 6 ft. trees	.45	4.00	19.00	35.00

CHERRY TREES, 40c Each

BLACK TARTARIAN. Fruit large, bright purplish black, sweet rich and juicy.
SCHMIDT BIG. A big producer of extra large, deep crimson, juicy, sweet Cherries.
BING. A grand new variety. Color dark red. Flesh solid and fine quality.
LARGE MONTMORENCY. The most popular large red sour Cherry. Very productive.
EARLY RICHMOND. The earliest Cherry grown. Fruit medium size, dark red.
 Price, all varieties:

Each	10	50	100	
1-year, 3 to 4 ft. trees	\$0.40	\$3.85	\$18.25	\$35.00
2-year, 4 to 6 ft. trees	.60	5.50	26.50	50.00

PLUM AND PEAR TREES, 40c Each

PEARS

BARTLETT. The finest Pear grown. A big producer; ripens early.
KIEFFER. This is the well known canning Pear.
SECKEL. The popular small, rich, sweet Pear.
CLAPP'S FAVORITE. Fruit large and fine looking; sweet and rich.
SHELDON. Large, yellow with beautiful red cheek; melting, crisp, juicy.

PLUMS

ABUNDANCE. Color a rich cherry-red; flesh light yellow, juicy and tender.
GERMAN PRUNE. Color purplish blue. Fine for drying or canning.
MONARCH. A splendid shipper and good market variety.
YELLOW EGG. Skin and flesh golden yellow; juicy and sweet.
GREEN GAGE. Unequalled in flavor; color yellowish green.

Prices, all varieties—Plum and Pear Trees:	Each	10	50	100
1-year, 3 to 4 ft. trees	\$0.40	\$3.85	\$18.25	\$35.00
2-year, 4 to 6 ft. trees	.60	5.50	26.50	50.00



Jonathan.



Black Tartarian.

Elberta.

PEACH TREES, 25c Each

ELBERTA. The standard commercial variety wherever Peaches are grown. Excellent for eating, canning and shipping.
ROCHESTER. A fine yellow Peach, ripening ten days earlier than Elberta.

J. H. HALE. Ripens about a week earlier than Elberta. Quality and flavor fine.
CARMAN. Large, resembles Elberta in shape; color creamy white.
EARLY ELBERTA. Excellent for home or shipping. Fruit similar to Elberta, but ripens a week earlier.
BELLE OF GEORGIA. Very large; skin white with red cheek.

CRAWFORD'S EARLY. A splendid extra large yellow Peach.

Price, all varieties:

Each	10	50	100	
1-year, 3 to 5 ft. trees	\$0.25	\$2.25	\$10.50	\$20.00
1-year, 5 to 6 ft. trees	.40	3.50	15.00	28.00

QUINCE

ORANGE QUINCE. The finest Quince grown. Trees bear young. Fruit large and of excellent flavor. 2-year, 4 to 6 ft., 75c each; \$7.00 per 10.

APRICOT

SUPERB APRICOT. Medium size, light salmon color with slight blush; flesh firm, solid, excellent flavor. 2-year, 4 to 6 ft., 60c each.



General
Jacqueminot.

Enjoy Beautiful Roses at Small Cost

The plants we offer are two-year, field-grown bushes and will bloom the first year. Your choice of the following popular Hybrid Teas and Perpetuals at 50c each; 3 for \$1.35; 10 for \$4.00.

GENERAL JACQUEMINOT. Fiery red.
CLIO. Beautiful pink.
FRAU KARL DRUSCHKI. White.
MAGNA CHARTA. Pink.

GRUSS AN TEPLITZ. Crimson.
MARGARET DICKSON. White.
J. B. CLARK. Scarlet.
MARSHALL P. WILDER. Red.
LADY HILLINGDON. Yellow.
PAUL NEYRON. Pink.

RAMBLER AND CLIMBING ROSES
 Each, 35c; 3 for \$1.00; 10 for \$2.85.
CRIMSON RAMBLER. Pink.
DOROTHY PERKINS. Pink.
DOROTHY PERKINS. White.
PAUL'S SCARLET CLIMBER. The reddest Rose that grows. 40c each; 3 for \$1.00.

Hardy Ornamental Shrubs
SPIREA VAN HOUTTEI (Bridal Wreath). 2-year, 18 to 24 inch plants. 15c each; 10 for \$1.00.
HYDRANGEA P. G. 2-year, 18 to 24 inch plants. 25c each; 5 for \$1.00.

JAPANESE BARBERRY. 2-year, 18 to 24 inch plants. 25c each; 5 for \$1.00.
AMOOR RIVER NORTH PRIVET. 2-year, 18 to 24 inch plants. 10 for \$1.35; 100 for \$10.00.

CALIFORNIA PRIVET. 18 to 24 inch plants. 12 for \$1.00; 100 for \$7.00.

HENRY EMLONG & SONS
STEVENVILLE, MICH.
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